



FOR IMMEDIATE RELEASE

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LABOR DAY WEEKEND AVOID LONG ROAD TRIPS AND ENJOY LOCAL FUN AND FIREWORKS AT GREAT AMERICA

Weekend Includes Discount Admission for Heroes, Nickelodeon™ Celebration Parade
And Backyard Barbeque

(For more information, visit www.pgathrills.com)

Santa Clara, Calif. (August 20, 2007) - - Labor Day Weekend ushers in the end of summer and family vacations. With gas prices still on the rise, Great America is a convenient entertainment option for Bay Area families looking for Labor Day Weekend fun and fireworks (**Fireworks September 2 at 8:00 pm**). Whether traveling by train, bus, light rail or car, Great America is Northern California's *most accessible* theme park. In addition to more than 50 rides and attractions, Great America offers three days of discounts and events including:

Salute to Heroes (September 1 through October 28)

Great America salutes our nation's military, fire, police and emergency services with a special discount admission price. As part of the park's Labor Day Salute to Heroes, members of the military, police, fire, and other emergency services receive a special \$29.95 admission per person, up to six (6) guests, with valid ID! For more information or to purchase tickets, call (408) 988-1776 or visit www.pgathrills.com.

Labor Day Weekend FIREWORKS! (Sunday, September 2 at 8:00 pm)

Enjoy a fireworks extravaganza, choreographed to music, high above the skies of Great America! Fireworks begin at 8:00 pm, Sunday, September 2, 2007. For more information, visit www.pgathrills.com or call 408-988-1776.

Backyard BBQ (Throughout the 2007 Season)

Enjoy a full day's admission along with a delicious picnic lunch at the incredible price of \$49.95 per adult and \$37.95 per child! (Regular adult admission is \$51.95.) Refreshments and food are served in the County Fair Picnic Grove from 3:00 - 4:30 p.m. This all-you-can-eat buffet meal includes BBQ Chicken, All Beef Jumbo Hot Dogs, Potato Salad, Fresh Garden Salad, Soft Drinks and Ice Cream Novelties. Season Passholders, or folks already with a ticket, can purchase the

meal only option at the incredible price of \$14.50 per adult and \$8 per child! (Price does not include sales tax.)! Tickets can be purchased in advance online at www.pgathrills.com, or purchased day-of at Great America Hotdog & Snacks. Space is limited.

Nickelodeon™ Celebration Parade (Weekends, September 1 through October 28)

More than 20 Nickelodeon characters, including SpongeBob SquarePants and Dora the Explorer, a cast of nearly 100 performers and a colorful convoy of motorized floats dance through the guest-lined streets of Great America for a 30-minute spectacular. The award-winning Nickelodeon Celebration Parade will bring families to their feet as they get face to face with the stars of Nickelodeon. Plus, don't miss a special Halloween version of the parade weekends throughout October! The parade is free with park admission and begins nightly at 5 p.m. For more information or to purchase tickets, call (408) 988-1776 or visit www.pgathrills.com.

All events and dates are subject to change without notice.

More information and downloadable photos can be found online at the park's media center: visit www.pgathrills.com or call 408 986-5986.

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Great America offers the most roller coasters in Northern California as well as the most rides and the most water rides. The 100-acre theme park is also the only place in the Bay Area where kids can meet their favorite Nickelodeon® friends. Bring the camera and visit **Nicktoons™ Central** where young children can get acquainted with SpongBob SquarePants™, Patrick™, the Rugrats™, Cosmo™ & Wanda™ and Jimmy Neutron™ as they stop by to visit throughout the day. Kids who are fans of Nick Jr. should also visit the **Nick Jr. House** and **The Wild Thornberrys™ Comvee** where they can meet Dora the Explorer™, Diego™, Blue™ and Little Bill™ as well as Eliza™ and Donnie™ who are waiting to play all day. Great America also provides other Nickelodeon® shows and attractions throughout the 2007 season that are included with the price of admission that kids are sure to love including, **Meet the Nicktoons™**, the **Nickelodeon® Parade** and **Nick or Treat**. Great America, a wholly owned subsidiary of Cedar Fair Entertainment Company (NYSE: FUN), a publicly traded partnership, which owns and operates 12 amusement parks and five water parks. For more information on Cedar Fair go to www.cedarfair.com Great America is located at 4701 Great America Pkwy, Santa Clara, CA 95054.

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